

WHICH SHALL IT BE?

THE ITINERANT PEDDLER

The Itinerant Peddler irritates you by his incessant ringing of the doorbell or the rapping on the door.--his interview is an interruption.

The Itinerant Peddler many times is forced to use door openers--packages of needles, a small wash board, sample brushes -- as gifts to gain permission to offer you his wares.

The Itinerant Peddler is forced to sell from SAMPLES described by a mechanical canvas of flowery words--he is compelled to use high pressure methods.

The Itinerant Peddler claims better service... He can not offer you merchandise of great variety and his price invariably is a good one--it has to be.

The Itinerant Peddler must exact an advance payment, if you purchase. This is his commission and he might receive a BONUS from the "District Manager," Mill, or Factory.

The Itinerant Peddler can not guarantee the merchandise to be like his sample--he can't deliver. You must wait from three to ten days for delivery if you purchase.

The Itinerant Peddler is interested in the immediate sale. He doesn't expect to be here tomorrow. He can not offer privileges of approval or exchange.

The Itinerant Peddler is not a taxpayer in your community. He does not invest money in your city and his interest in your community and local institutions is limited.

THE LOCAL MERCHANT

The Local Merchant invites you to visit his store at your leisure. His sales force awaits your approach.

The Local Merchant offers SERVICE as a gift to gain your permission to show you his wares.

The Local Merchant has a modern store and his stocks are of great variety. You see what you buy and his sales force uses only ordinary words to describe the material and the workmanship of the merchandise which he offers.

The Local Merchant invariably asks a price which is a fair one--keen competition assures you of this.

The Local Merchant receives small profits, he depends on many sales--quick ones. Fair dealing assures him of this.

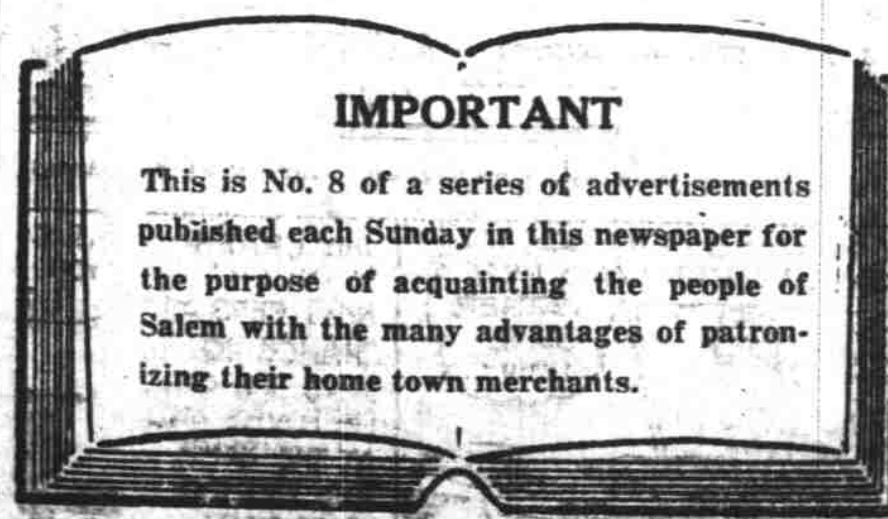
The Local Merchant allows you to take your purchase with you. His license permits him to deliver. The merchandise you buy is a sample.

The Local Merchant is known and respected throughout the length and breadth of the land. His interest in you is evidenced by the privileges he offers; a guarantee of satisfaction, approval and exchange, exacting no advance payment. He is sure to be here tomorrow.

The Local Merchant is one of the largest taxpayers of your city. He invests thousands of dollars annually in your community and helps support your local institutions. He provides employment for many.

You'll Profit If You Buy From Local Merchants

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*Help Salem to Grow
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Salem Business Men's League